

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
360, INC.		11/14/2011	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BOARDS & MORE HOLDING SA		
<b>Street Address:</b>	Rue du College 26		
<b>City:</b>	1815 Clarens/Montreux		
<b>State/Country:</b>	SWITZERLAND		
<b>Entity Type:</b>	CORPORATION: SWITZERLAND		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3508671	ION	
Registration Number:	4000420	ION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)575-0671		
<b>Phone:</b>	(212) 790-9200		
<b>Email:</b>	trademark@cll.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Cowan, Liebowitz & Latman, P.C.		
<b>Address Line 1:</b>	1133 Avenue of the Americas		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>ATTORNEY DOCKET NUMBER:</b>	24670.010 360, INC.		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Cowan, Liebowitz & Latman		
<b>Address Line 1:</b>	1133 Avenue of the Americas		
<b>Address Line 4:</b>	New York, NEW YORK 10036		

OP \$65.00 3508671

**TRADEMARK**

NAME OF SUBMITTER:	Jeffrey H. Epstein
Signature:	/Jeffrey H. Epstein/
Date:	11/29/2011
<b>Total Attachments: 5</b> source=TM ASSGT 360,INC#page1.tif source=TM ASSGT 360,INC#page2.tif source=TM ASSGT 360,INC#page3.tif source=TM ASSGT 360,INC#page4.tif source=TM ASSGT 360,INC#page5.tif	

**EXHIBIT B**

**TRADEMARK ASSIGNMENT**

**THIS TRADEMARK ASSIGNMENT** ("Trademark Assignment") is entered into pursuant to a Trademark Agreement dated ~~September~~ <sup>November</sup> 14, 2011, by and between **360, Inc.**, a corporation incorporated under the laws of California ("Assignor"), and **Boards & More Holding SA**, a corporation formed under the laws of Switzerland with a principal place of business at Rue du Collège 26, 1815 Clarens/Montreux, Switzerland ("Assignee").

**RECITALS**

**WHEREAS**, Assignor is the owner of record of U.S. Trademark Registration Nos. 3,508,671 for the mark ION and No. 4,000,420 for the mark ION & Device, copies of which are set forth in Schedule I (the "Trademarks"), and

**WHEREAS**, Assignee wishes to acquire said Trademarks.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys to Assignee, and Assignee hereby accepts, all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized thereby.

**IN WITNESS OF THE FOREGOING AGREEMENT**, the parties hereto set their hands hereto on the dates noted below.

**360, INC.**

By: David P. Kennedy

Name: David P. Kennedy

Title: Vice President - CFO

Dated: 11/14/11

**BOARDS & MORE HOLDING SA**

By: Till Eberle J. König

Name: Till Eberle Gregor König

Title: CEO CFO

Dated: 25.10.11 25/10/11

SCHEDULE I

6

Handwritten signature or initials in black ink, appearing to be 'M. J. G.' or similar.

TRADEMARK

REEL: 004667 FRAME: 0958

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38 and 50

United States Patent and Trademark Office

Reg. No. 3,508,671

Registered Sep. 30, 2008

TRADEMARK  
PRINCIPAL REGISTER

ION

360, INC. (CALIFORNIA CORPORATION), DBA  
WAVE REBEL  
14380 INDUSTRY CIRCLE  
LA MIRADA, CA 90638

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

FOR: BODYBOARDS AND BODYBOARD BAGS,  
IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

SER. NO. 78-755,453, FILED 11-16-2005.

FIRST USE 2-0-2000; IN COMMERCE 2-0-2000.

CAROLYN GRAY, EXAMINING ATTORNEY

  
TRADEMARK

REEL: 004667 FRAME: 0959

United States of America  
United States Patent and Trademark Office



Reg. No. 4,000,420

Registered July 26, 2011

Int. Cl.: 28

TRADEMARK

PRINCIPAL REGISTER

360, INC. (CALIFORNIA CORPORATION), DBA WAVE REBEL  
14380 INDUSTRY CIRCLE  
LA MIRADA, CA 90638

FOR: BODYBOARDS AND BODYBOARD BAGS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 2-0-2000; IN COMMERCE 2-0-2000.

OWNER OF U.S. REG. NO. 3,508,671.

SER. NO. 78-755,548, FILED 11-16-2005.

NAKIA HENRY, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

*[Handwritten signature]*  
TRADEMARK

REEL: 004667 FRAME: 0960

REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

**Requirements in the First Ten Years\***

**What and When to File:**

*First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

*Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.



TRADEMARK